

The BBQ Buddha: Branding a Restaurant

An Honors Thesis (HONR 499)

by

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Signed

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Ball State University  
Muncie, Indiana

May 2015

Expected Date of Graduation

May 2015

Undergrad  
Thesis  
LD  
2489  
.24  
2015  
.C36

## Abstract

Creating a logo and a clear style for a company's brand is paramount to its success, especially if it is newly established. The BBQ Buddha is a fledgling food blog, soon to be a restaurant. In the beginning, the goal was to create a distinctive logo, or mark, while maintaining a high level of client interaction. After the mark was complete, my clients felt comfortable allowing me to use it to create a standard visual style. Final elements include the logo, letterhead, business card, envelope, folder, menu, to-go box, website, billboard, tee shirt, vehicle wrap, and a graphic standards guide. Designing a mark and applying it to a variety of print and digital collateral strengthened The BBQ Buddha's brand identity, and working with a real client helped me to hone the skills I have been learning in the classroom.

## Acknowledgements

I would like to thank Sam Minor for being my teacher and mentor during my last three years at Ball State, in addition to being my advisor for this project. His knowledge of design, combined with the attention he gives to his students, has made a lasting impact on me. This project would not have been possible without the generosity, curiosity, and understanding of my aunt and uncle, Debbie and Chris Sussman. I would like to thank my family for their support and encouragement, especially in the last month of this project. Greg Cambron, Mary Cambron, Bootsie Cambron, John Buckman, Judy Buckman, Loretta Cambron, Christian Cambron, Darin Habermel, and Morgan Habermel. To my Kinghorn staff team, thank you for putting up with the stress this project often caused. Nicole Maclean, Lydia Dangel, Dillon Wyatt, Chris Moore, Alex DeKemper, Morgan Tarlton, Jacob Wilson, Jordan Everett, DJ Pulce, Ty Adley, Jose Claudio, and Brittany Bowers, your reassurance was more helpful than you will know. I would like to thank Dr. Ellen Lucas for always listening, for asking the hard questions, and for providing snacks. A big thank-you to Jennifer Pease for her kind words and hugs, especially in moments when this task seemed too challenging. Finally, to my mother, Donna Cambron, whose spirit is ever present in my life.

Creating a visual branding campaign involves the use of logos (also referred to as marks), typefaces (a complete set of files containing fonts and

special characters that go with them), colors, and written record of standardization that all make a clearly recognizable image for an institution, business, or organization. It helps such groups develop strong name recognition by defining a visual style for all material that is produced by the group.

Consistency with the aesthetic of the group does not mean all materials look the same, but that they should all clearly belong in the same family. Following a set of standards identifies one entity of the group as part of the whole, and increases the chances that consumers will receive the message.

Ideally, before beginning a project that fits within a brand, a designer would have a set of graphic standards to use. However, when a group has no set of standards, the designer must work with the client to create their visual identity from scratch. This is what happened when I was contacted to create a logo for The BBQ Buddha. Before this project was my thesis, I began to work on the logo. The logo went through several months of revisions before a final design was decided on. Towards the end of that process, I decided that I wanted to expand on the potential that this singular mark could have. I spoke to my clients, who agreed to let me develop this visual style.

This process was revealing about interpersonal communication. In addition to working outside of the constraints of a typical school project (no real client feedback, a relatively short timeline, receiving a grade), there was an atypical communication situation. My clients live approximately 10 hours away from this university. Our meetings were conducted over video chat; I utilized screen sharing to show them sketches and mockups. I anticipated that digital



meetings would be difficult due to technology issues and lack of commitment to a scheduled time. The programs we used and the Internet connection all cooperated during our meetings. Unfortunately, meetings did get pushed back and cancelled frequently. Since we had agreed upon a schedule with room to spare, we were able to fit the meetings in at later dates and still get the logo finished on time. The clients were not involved in scheduling a timeline for the other items.

In this case, since I did not have a set of graphic guidelines, I started with the letterhead, business card, envelope, and folder (*Figures 1, 2, 3*). Beginning with stationery helps me choose fonts, margins, and accent colors. Choosing fonts means deciding which typeface to use, and considering the tracking (horizontal space between all letters) and leading (vertical space between lines of text). Finalizing these design elements forms an essential foundation from which a designer can work.

The next piece was the menu (*Figure 4, 5, 6, 7*). I knew a menu would force me to make more decisions, just like the stationery did. I employed the design rules from The BBQ Buddha stationery for the menu design. I also made additional choices because the menu needed to include text hierarchy, color photography, and very organized information. The final design is a 9 inch by 12 inch menu. Figure 4 is the cover. Figure 5 is the back of the front cover, which would be on the interior of the menu. Figure 6 is opposite of Figure 5, making them a spread (two individual pages next to each other in a publication). Figure 7 is the exterior back cover. The handwritten elements in the menu (*Figure 6*)

make it dynamic and interesting. They also solve the problem of having an overwhelming and awkward amount of white space. See The BBQ Buddha Graphic Standards Guide (*Figure 27, unlabeled; it is located directly after Figure 26*).

The last major piece of The BBQ Buddha that required me to choose how the brand would be presented was a website. Unlike the logo and menu, a website is digital. I worked with RGB (for screen-based images) and hexadecimal color (for putting color into the code of a website) instead of CMYK (for print). I considered the device from which a consumer might access the site, resulting in one website that changes slightly depending on the size of the screen it is on. The site designs are for an iPhone 5 (*Figures 8-11*), iPad (*Figures 12-16*), and Macbook (*Figures 16-21*). The BBQ Buddha site is a design only; the scope of the project did not include coding a working, live website.

The remaining parts of The BBQ Buddha were easier to design because I didn't have to think through very many of the decisions. Through stationery, the menu, and a website, I had already decided the majority of the company's visual identity. I began with the to-go box. Package design requires many revisions and rough drafts to get right. I went through 7 drafts for the large to-go box (*Figure 22*), then used the final version to make the small to-go box (*Figure 23*). The large box is 8.9 inches wide by 4.4 inches deep, at its widest part. Two small to-go boxes fit perfectly on top of the large box, for easy stacking. The small box measures 4.5 inches wide by 4.4 inches deep.

The billboard, tee shirt, and vehicle wrap designs went quickly. I applied the same visual elements I had been using to these three items. These images (*Figures 24-26*) are mockup files, meaning that I did not actually create physical products. I used Photoshop files to simulate what these pieces of The BBQ Buddha brand would look like in real life. Some challenges of designing the van wrap and the billboard were assessing how much information a passerby could quickly get from each design. For the billboard, I chose directions as the most important part of the billboard, with a full color food image to grab driver's attention. Since a van can get dirty, I opted not to put a photograph of food in a place that it could become visually contaminated. Contact information, specifically The BBQ Buddha phone number, is emphasized on the door of the van. My clients specifically asked for a tee shirt design for wait staff at the restaurant, so the shirt design reflects that request and is consistent with the look and feel of The BBQ Buddha brand.

The last portion of this design process was to compile a set of guidelines from which to build subsequent pieces into The BBQ Buddha brand. The design industry refers to these as style guides, graphic standards manuals, or identity standards. They all mean that the brand has a written, thorough explanation of its brand. This is an excerpt from page 4 of The BBQ Buddha Graphic Standards Guide.

"The purpose of the Graphic Standards Guide is to provide rules for coherent communication of The BBQ Buddha brand. This document outlines an identity standards and applications system in three parts. The

first part contains a group of identity elements specifically designed to identify The BBQ Buddha brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part presents sample applications for use in brand communications.

The coordination of The BBQ Buddha brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of The BBQ Buddha brand by the public.”

The Graphic Standards Guide is Figure 27, and it is unlabeled. The entire guide is included directly after Figure 26. This set of parameters could be handed to any designer or art director and that person would be able to understand and use the outlined rules.

After completing all the design elements for The BBQ Buddha, I am proud to say that I have created a coherent, consistent brand image, and the tools to expand upon the brand. My clients are currently using the logo on their blog, and plan to review this entire project for potential use in their growing business. Upon further reflection, I see opportunities for more brand development. What would the inside of the restaurant look like? How would marketing play into The BBQ Buddha presence in Louisville? How would this project have changed if my

After completing all the design elements for The BBQ Buddha, I am proud to say that I have created a coherent, consistent brand image, and the tools to expand upon the brand. My clients are currently using the logo on their blog, and plan to review this entire project for potential use in their growing business. Upon further reflection, I see opportunities for more brand development. What would the inside of the restaurant look like? How would marketing play into The BBQ Buddha presence in Louisville? How would this project have changed if my conversations with the clients had been in person, rather than online? The answers to these questions are somewhat outside of my skillset, or otherwise unanswerable. I am looking forward to working on more branding projects in the future and applying what I have learned from this project to others.





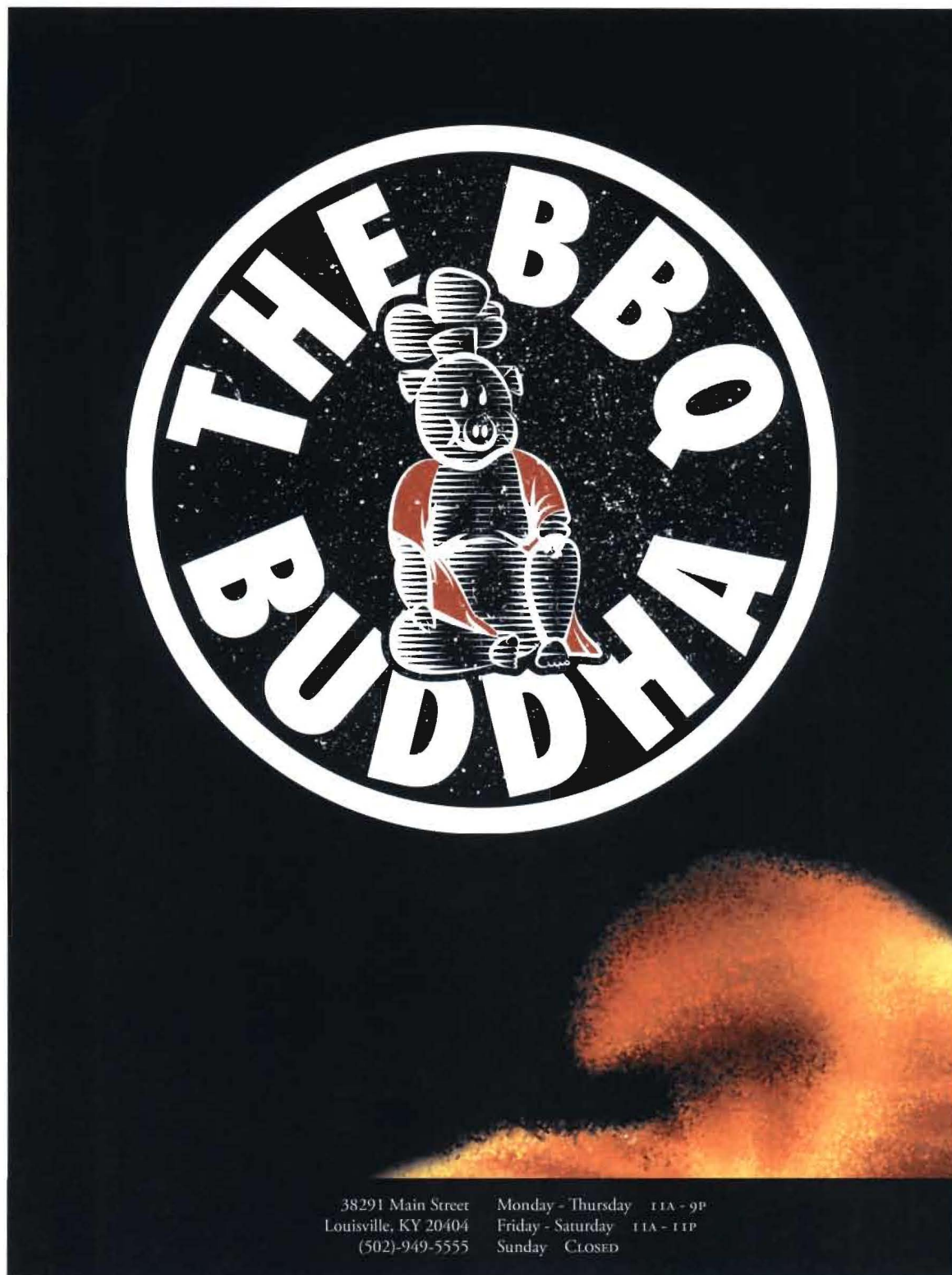
Figure 1



Figure 2



Figure 3



38291 Main Street  
Louisville, KY 20404  
(502)-949-5555

Monday - Thursday 11A - 9P  
Friday - Saturday 11A - 11P  
Sunday CLOSED

Figure 4



## ENTREES

### MISO MARINATED MAHI MAHI 13

Marinated in miso, rice wine, and mirin.

### KALBI KOREAN BBQ 11

Authentic Korean recipe, served with rice.

### SPICY KOREAN MISO CHICKEN STIR FRY 11

Pair with OB Lager.

### THAI GREEN CURRY CHICKEN SKEWERS 10

Marinated and grilled.

### CRISPY SKIN SALMON 12

Crisped to golden-brown.



### HIGH HEAT BOSTON BUTT

Served on a potato roll with coleslaw. Recommended with a side of sweet potato fries.

### SMOKED VIETNAMESE CHICKEN WINGS

Tossed in Vietnam-influenced spices. Pair with Angkor Beer.



\$9



### MUSHROOM PANZANELLA & PROSCIUTTO STUFFED PORK TENDERLOIN

Pair with Pinot Noir.



\$10



### SPICY KOREAN STIR FRY

Marinated using Gochujang, a fermented chili, bean, and rice paste.



\$10



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Figure 5

**GUINNESS MARINATED  
BEEF SHORT RIBS**

Marinated in a stout, sugar, onion, garlic and soy sauce mixture. Recommended with a side of braised cabbage.



**SMOKED LEG OF LAMB**

Seasoned with rosemary, garlic, butter, Kalamata olives. Served topped with Tzatziki. Recommended with a side of Isteali couscous.



**PECAN RUBBED  
PORK TENDERLOIN**

Stuffed with goat cheese, Kalamata olives, spinach, and prosciutto. Pair with Pinot Noir.



**CAST IRON CHICKEN ADOBO**

Breast meat immersed in stock and vinegar, infused with a Filipino flavor profile.



**PERUVIAN STYLE RIB EYE**

Inspired by traditional Lomo Salrado. Pair with Malbec.



try this

yum!

Monday - Thursday 11A - 9P  
Friday - Saturday 11A - 11P  
Sunday CLOSED

Figure 6

## SIDE DISHES

COCONUT RICE

CREAMY COLE SLAW

ASIAN CUCUMBER SALAD

ROASTED VEGETABLES

SWEET POTATO RISOTTO

ISREALI COUSCOUS

MUSHROOM AND  
ASPARAGUS RISOTTO

BRAISED CABBAGE



## BEVERAGES



KENTUCKY SLUSH (frozen)

PINOT NOIR

ANGKOR BEER

MALBEC

SAUVIGNON BLANC

OB LAGER

SINGHA

PEPSI PRODUCTS

KENTUCKY MULE

Ginger beer and bourbon.

THE "DEBBIE"

Coconut rum, orange vodka  
and pineapple juice.

## DESSERTS

TROPICAL CARROT CAKE

With pineapple, candied ginger, macadamia  
nuts and coconut-cream cheese frosting.

BANANA PUDDING

Made with fresh bananas and homemade  
whipped cream.

**\$15** PER WHOLE

**\$3.5** PER SERVING



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Louisville, KY 40404  
(502)-949-5555

Figure 7

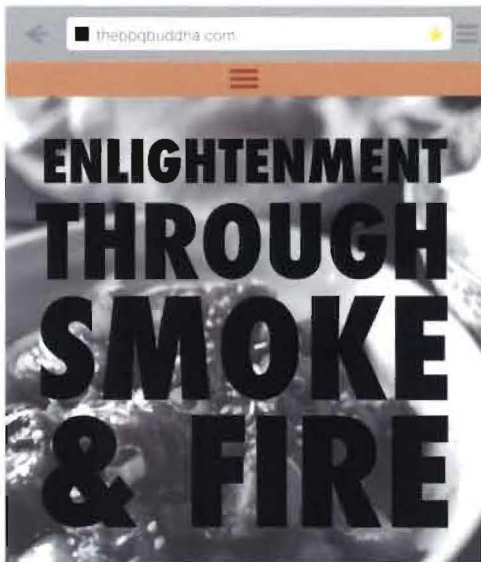


Figure 8 iPhone 5, home/location

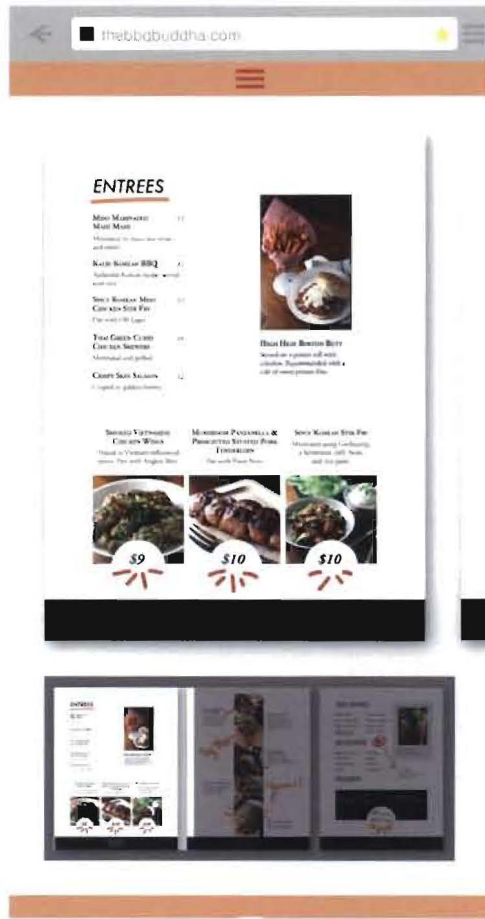


Figure 9 iPhone 5, menu



My name is Chris and I live in Reston, VA. I have a passion for cooking, eating, and drinking. By day I am an IT executive at a tech company based here in Reston. At night I take off my coat and tie, put on my chef's jacket, and start cooking! My wife Debbie has a passion for baking and home decorating. We also love spending time together and we make a great team!

The summer of 2009 I made a wonderful discovery. A friend of mine had a BBQ at his house and smoked a pork loin on his Weber grill using an indirect heating method. I had never seen such a thing... what was this magic?! Immediately I asked my friend what kind of sorcery he was using. to produce such an amazing flavor. He promptly handed me a book by Steve Raichlen, *BBQ USA*. This book opened my eyes to a whole new world of BBQ! I began to learn about indirect grilling methods including smoking. I was hooked. From there I got myself an 18" Weber Smokey Mountain Cooker and began my journey to smoking

Figure 10 iPhone 5, about



# JOIN OUR TEAM

## THE BBQ BUDDHA CULTURE

Our sustained success has been built by the people who work at The BBQ Buddha Restaurant.

We like what we do, and care deeply about the quality of the foods we offer. Our culture is open, honest and emphasises respect for everyone who works here. And we want to have fun. Whether your interest is wines, cooking or front of house, our staff make our restaurants a pleasure to eat in.

Inspired? Then please see our current vacancies below. We look forward to hearing from you.

## WAITING STAFF POSITS

We are looking for strong waiting staff, bartenders and commis chef to support the front and back of house teams at our restaurants in central London. You must be proactive and flair driven with previous experience in the hospitality sector. Excellent attention to detail in service with a proven track record working in a busy fast paced environment.

*Apply now*

## CHEF POSITIONS

We are looking for strong waiting staff, bartenders and commis chef to support the front and back of house teams at our restaurants in central London. You must be proactive and flair driven with previous experience in the hospitality sector. Excellent attention to detail in service with a proven track record working in a busy fast paced environment.

Figure 11 iPhone 5, careers



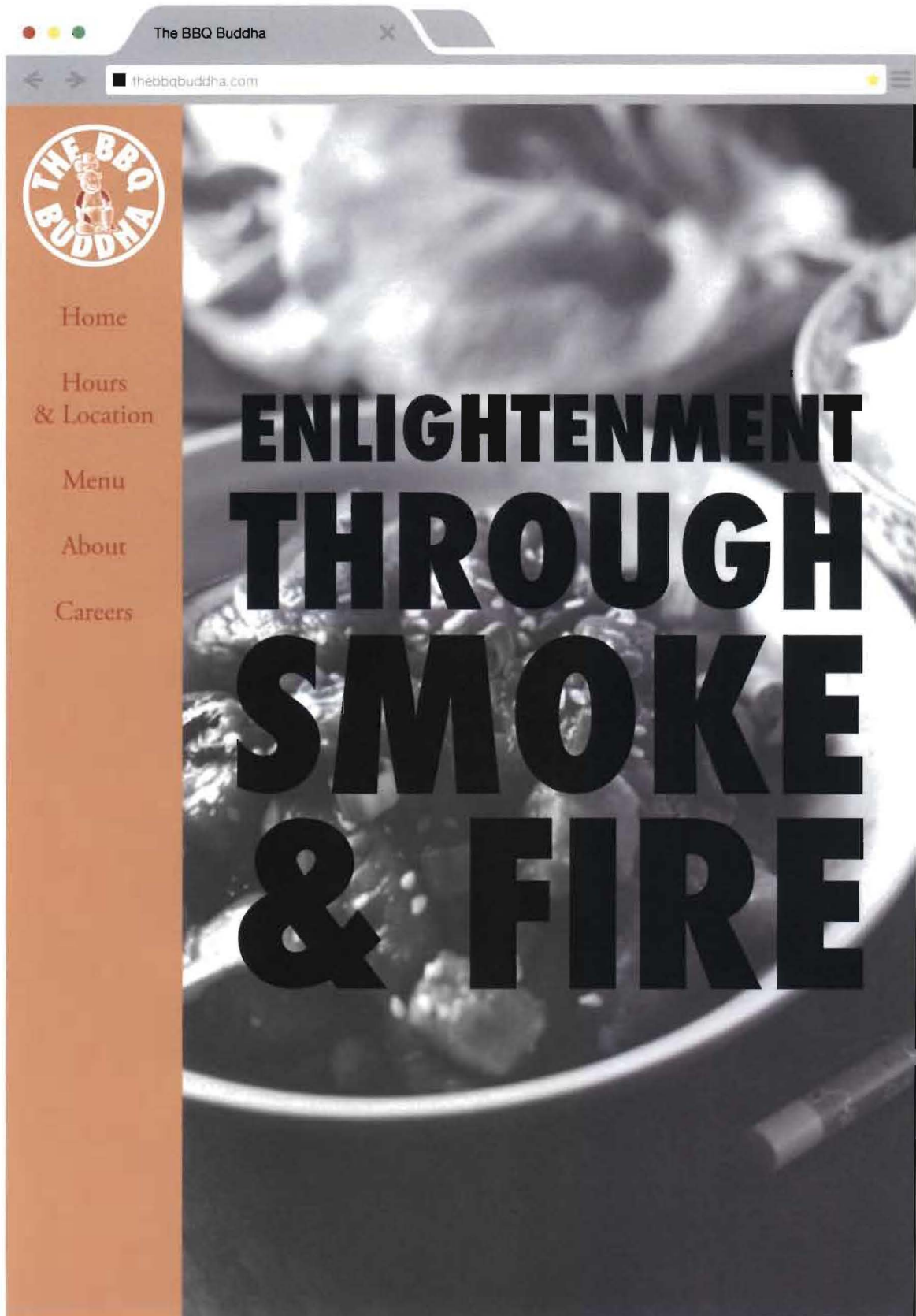


Figure 12 iPad, home

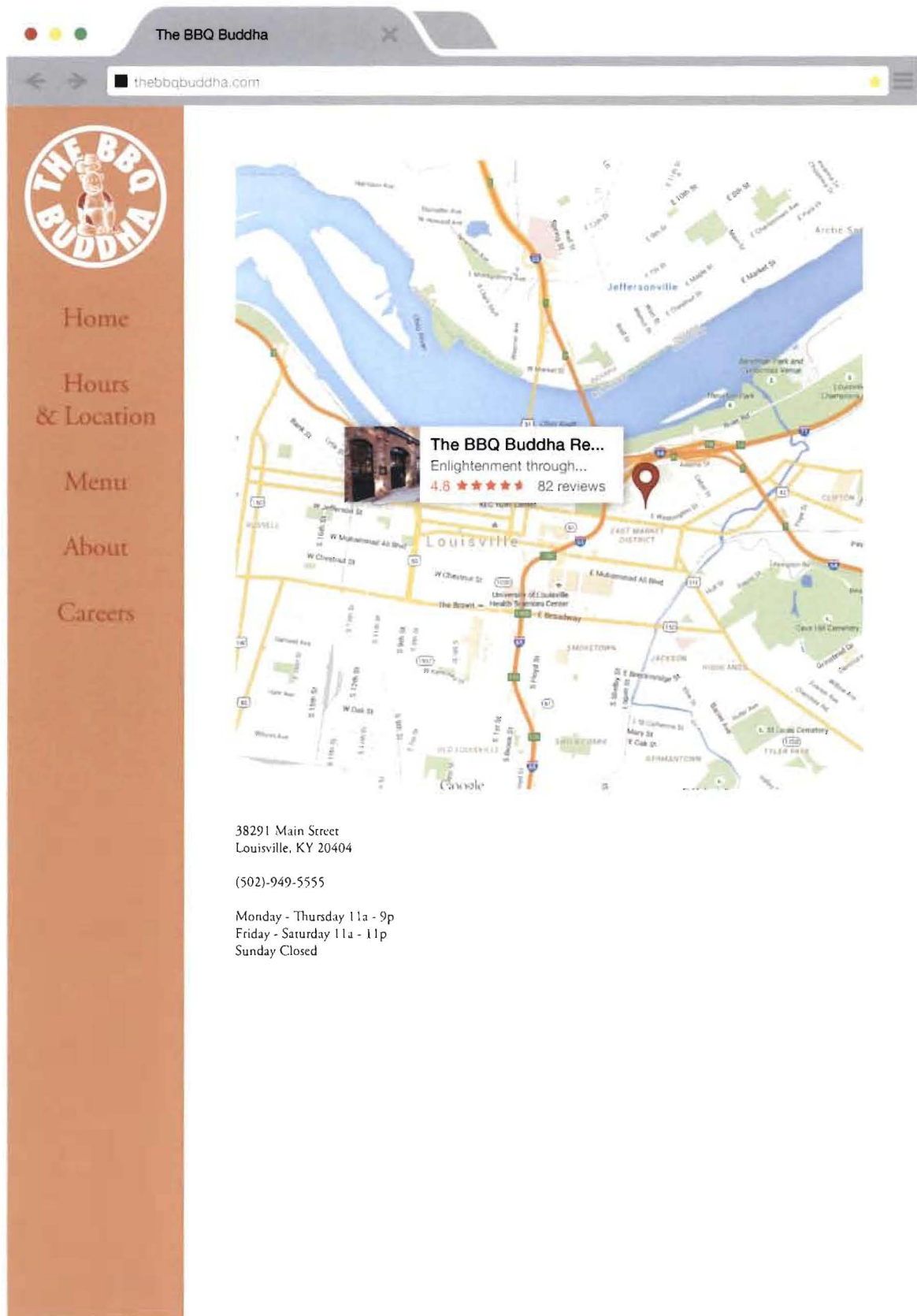


Figure 13 iPad, location



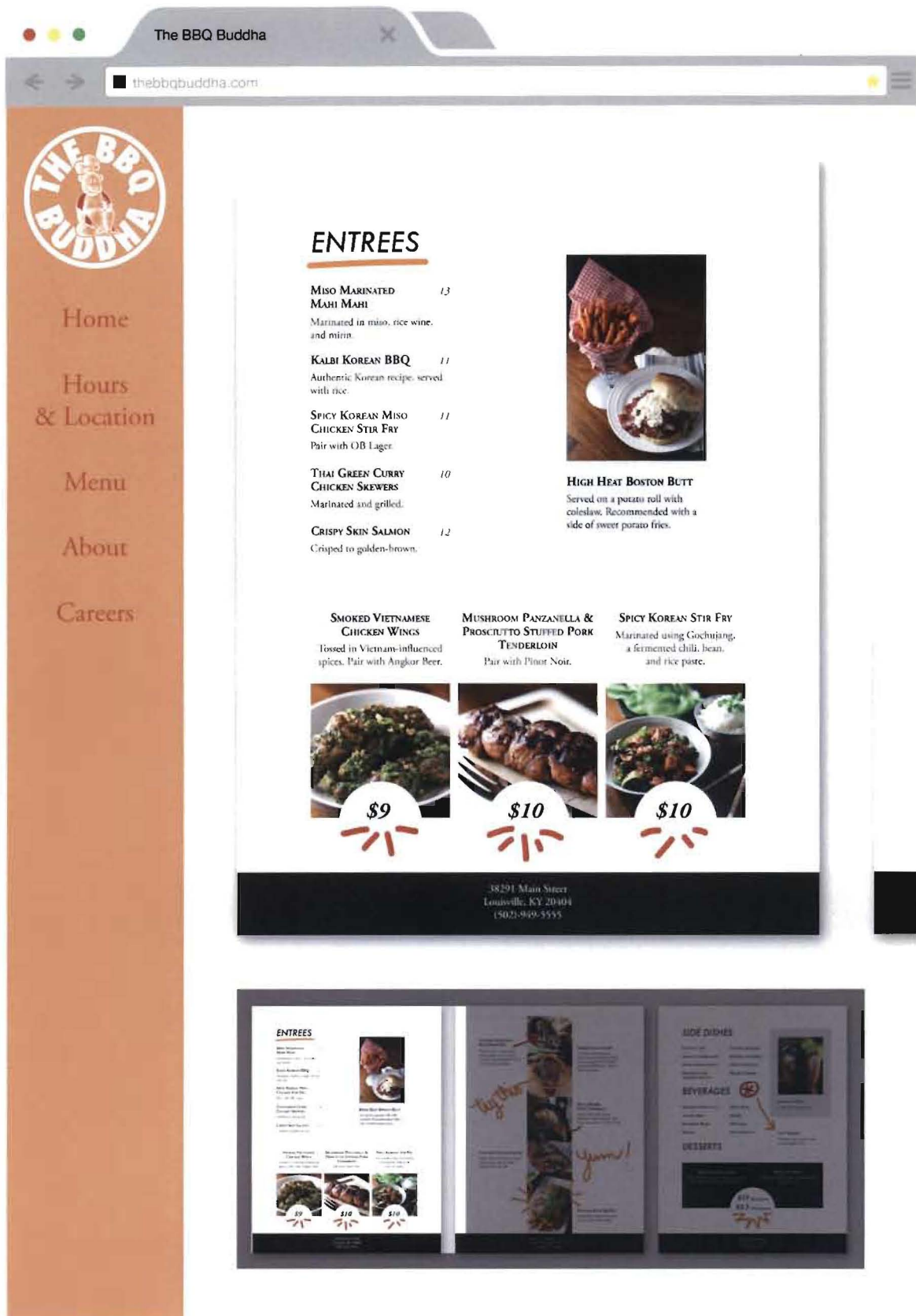


Figure 14 iPad, menu



Figure 15 iPad, about



Figure 16 iPad, careers

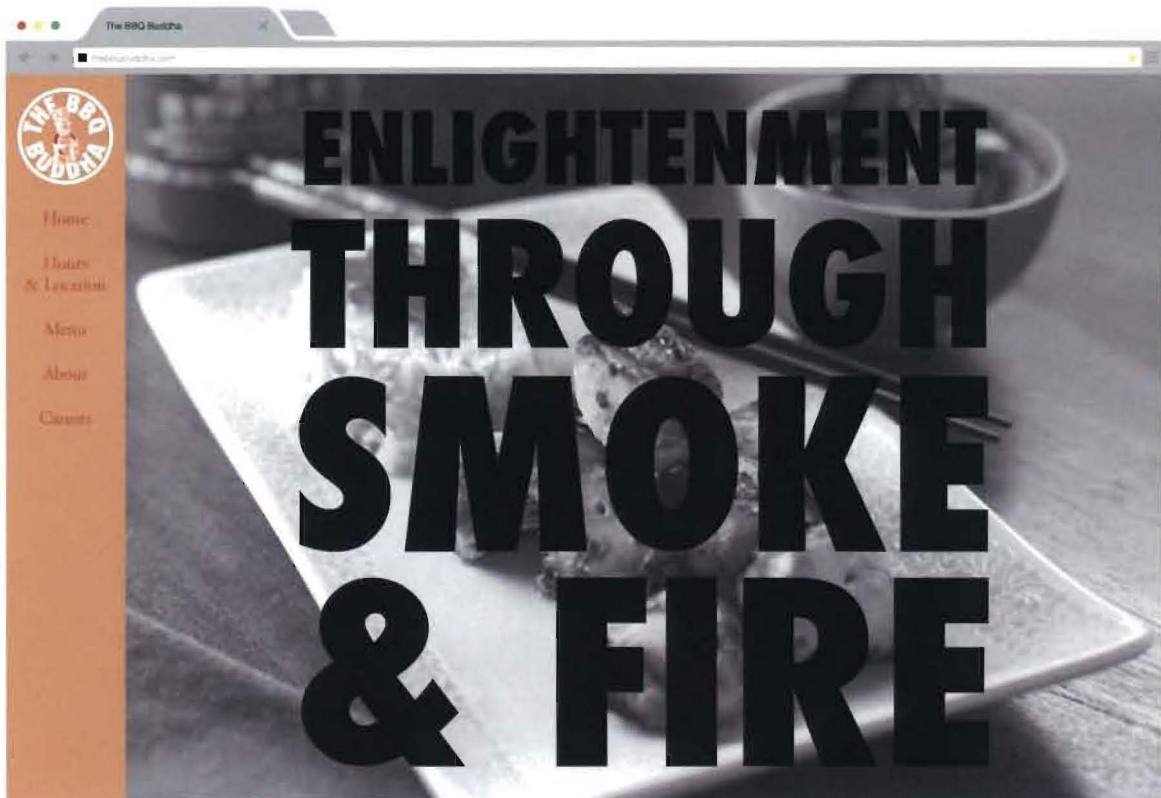


Figure 17 Macbook, home

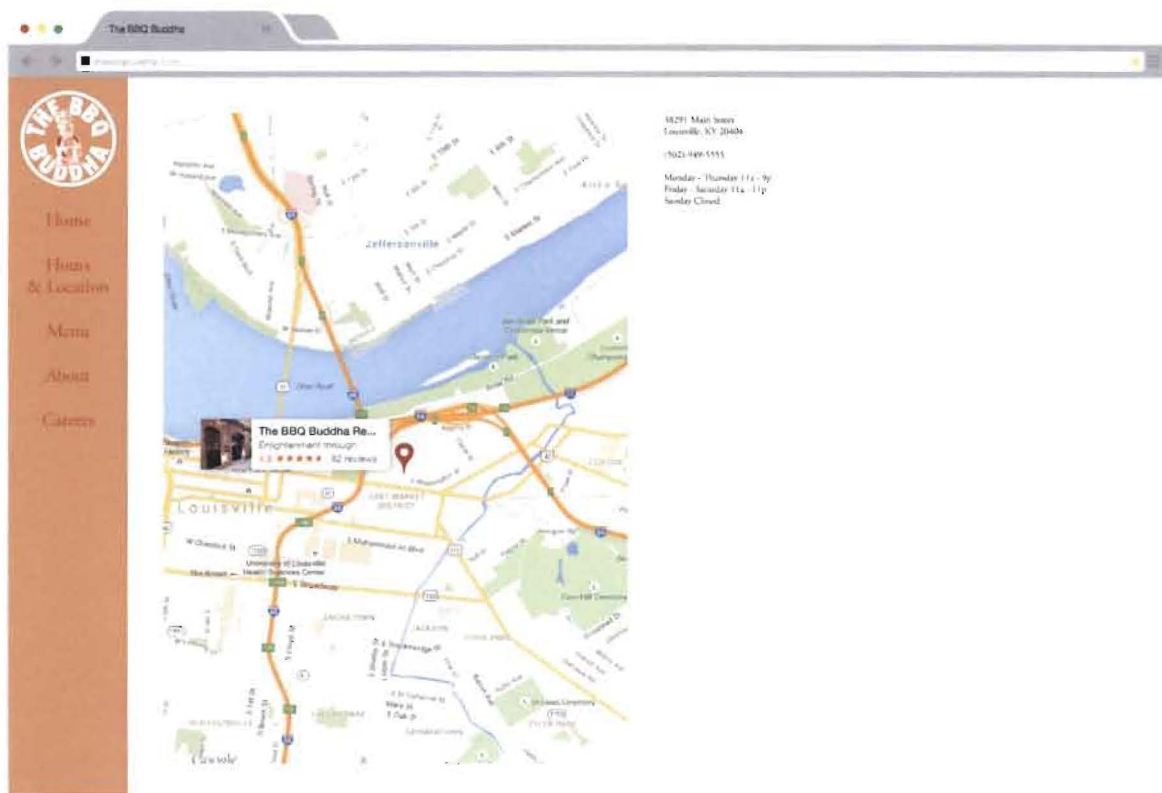


Figure 18 Macbook, location





Figure 19 Macbook, menu



Figure 20 Macbook, about



Figure 21 Macbook, careers

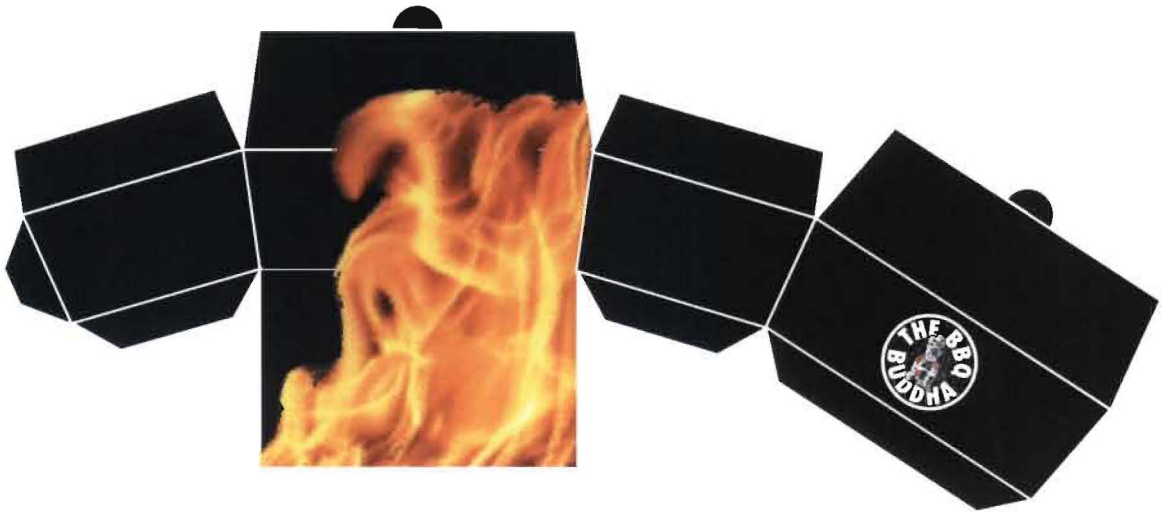


Figure 22 Large to-go box

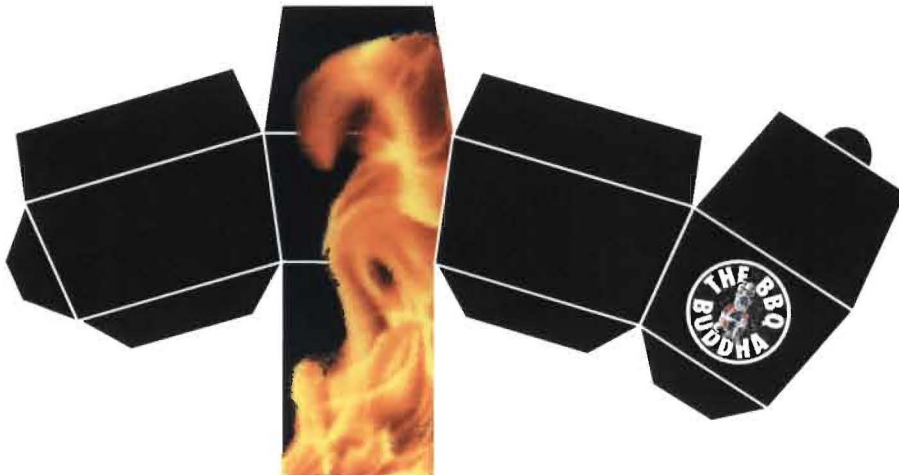


Figure 23 Small to-go box





Figure 24



Figure 25



Figure 26



## GRAPHIC STANDARDS GUIDE

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# INTRODUCTION

## WHY IS THE GRAPHIC STANDARDS GUIDE IMPORTANT?

A graphic standard involves the use of logos, typefaces and colors to create a clearly recognizable image for an organization. A graphic standards guide is necessary for organizations as new and diverse as The BBQ Buddha to build and communicate a clear corporate brand identity for its target audiences.

A successful graphic standards guide helps the company develop strong name recognition by defining a “look” for all materials that audiences instantly identify with The BBQ Buddha. This does not mean that all materials must look exactly

alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.

Through consistent graphic standards, The BBQ Buddha can project a strong, unified and professional image to all audiences even though communications are coming from separate offices in our company. Following this guide officially identifies your unit as part of the company, increasing brand identity with your audience and making it more likely that your message will be received.

## TO WHAT TYPE OF MATERIALS DO THE GRAPHIC STANDARDS APPLY?

The guide applies to all brochures, publications, packaging, websites and any other type of visual materials produced by the company or partner agencies for external audiences.

Materials governed by the guide include, but are not limited to, the following:

- Menus
- Annual reports
- Publications for partners and donors
- Official company websites
- Videos (e.g. commercials, training material)
- Periodical newsletters
- Stationery and business cards
- Promotional items and merchandise
- Restaurant and office signage
- Apparel

## PURPOSE OF THE GUIDE

The purpose of the Graphic Standards Guide is to provide rules for coherent communication of The BBQ Buddha brand. This document outlines an identity standards and applications system in three parts. The first part contains a group of identity elements specifically designed to identify The BBQ Buddha brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part presents sample applications for use in brand communications.

The coordination of The BBQ Buddha brand to consumers plays a significant role in their

impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of The BBQ Buddha brand by the public.

Use only original vector artwork for reproduction of these marks. Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element. Clip art is not a part of The BBQ Buddha brand.





COLOR



## COLOR PALETTES

Color chips are presented in CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant brand applications. Regardless of color, it is important that all marks and text are legible. Lastly, The BBQ Buddha colors should never be tinted, as tinting produces undesirable shades of the acceptable colors.

CMYK 0 / 0 / 0 / 10  
RGB 230 / 231 / 232  
WEB E6E7E8



CMYK 0 / 0 / 0 / 50  
RGB 147 / 149 / 152  
WEB 939598



CMYK 100 / 100 / 100 / 100  
RGB 0 / 0 / 0  
WEB 000000



CMYK 20.39 / 100 / 100 / 12.55  
RGB 178 / 32 / 36  
WEB B22024



CMYK 29.41 / 92.55 / 82.75 / 31.37  
RGB 136 / 40 / 43  
WEB 88282B



CMYK 30.2 / 100 / 100 / 41.96  
RGB 119 / 18 / 19  
WEB 771213



CMYK 13.33 / 41.96 / 63.52 / 0.392  
RGB 218 / 156 / 107  
WEB DA9C6B



CMYK 12.16 / 54.6 / 85.1 / 0.78  
RGB 218 / 133 / 64  
WEB DA8540



CMYK 22.35 / 73.73 / 100 / 11.37  
RGB 179 / 89 / 39  
WEB B35927

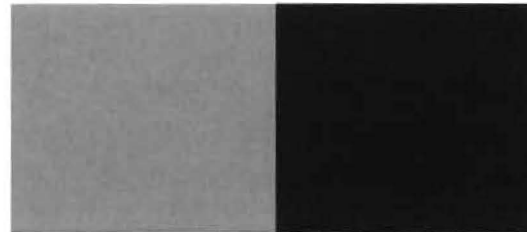
## COLOR DISTRIBUTION

Below is a general suggestion for the distribution of colors within The BBQ Buddha palettes for any given design. Emphasis is placed on our brand colors, followed by negative space. At times, white space will refer to space that can be white, but may also be any of The BBQ Buddha greys; emphasis should consistently be placed on negative space, especially margins.



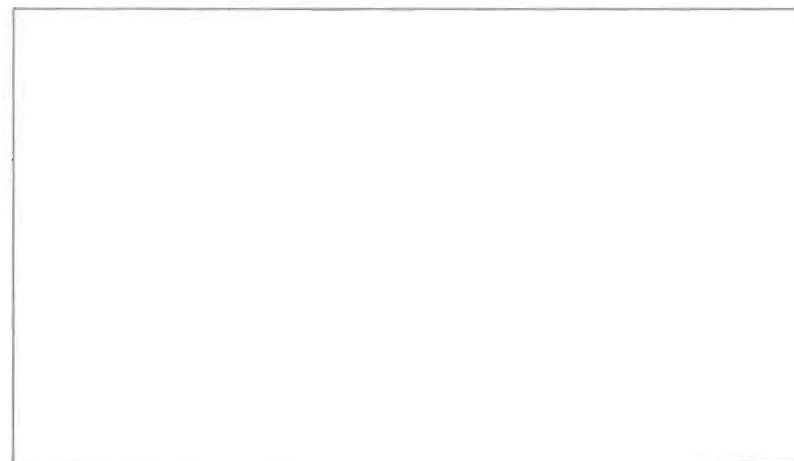
ORANGES & REDS

10%



GREYS & BLACKS

30%



WHITE

60%



TYPOGRAPHY

# FUTURA

Aa

Aa

Aa

Aa

## TONE

*Efficient, modern, clean*

## AVAILABLE AT

*typekit.com/  
fonts/futura-pt*

Futura is a versatile, neutral typeface due to its clean appearance, generous x-height and streamlined, linear feeling when used. This typeface should be used as the primary typeface heading and captions for all The BBQ Buddha menus, newsletters, apparel, websites and any other type of marketing materials produced.

Any typeface within the Futura family (e.g. condensed medium, medium italic, etc.) is available for use at the designer's discretion.

**Futura Condensed Medium**  
**AaBbCcDdEeGg1234567890**

**Futura Condensed ExtraBold**  
**AaBbCcDdEeGg1234567890**

**Futura Medium**  
**AaBbCcDdEeGg1234567890**

**Futura Medium Italic**  
**AaBbCcDdEeGg1234567890**

## ADOBE GARAMOND PRO

Aa

*Aa*

**Aa**

***Aa***

### TONE

*Elegant, strong,  
traditional*

AVAILABLE AT  
[ow.ly/N9UGk](http://ow.ly/N9UGk)

Adobe Garamond Pro is a traditional typeface. It is a typeface designed for blocks of text. This typeface should be used for body copy for all The BBQ Buddha menus, newsletters, apparel, websites and any other type of marketing materials produced.

Any typeface within the Adobe Garamond Pro family (e.g. regular, italic, etc.) is available for use at the designer's discretion.

Adobe Garamond Pro Regular  
AaBbCcDdEeGg1234567890

*Adobe Garamond Pro Italic*  
*AaBbCcDdEeGg1234567890*

**Adobe Garamond Pro Bold**  
**AaBbCcDdEeGg1234567890**

***Futura Medium Italic***  
***AaBbCcDdEeGg1234567890***





LOGOS

## INTRODUCTION

An official logo should be used on all company marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the company with external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the marketing department.

Please note that the background shape is not part of the mark. It indicates appropriate clear space.



A B  
C D

- A. Distressed black logo
- B. Distressed white logo
- C. Clean black logo
- D. Clean white logo



## GENERAL GUIDELINES

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

For specifications on the application of specific versions of a mark, please refer to any of the following pages for more details.

### SIZE

To maintain readability, the logo should not be reproduced any smaller than 1 1/2 inches (8 picas) in length.

### COLOR

Printed applications should use the CMYK color version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use RGB color with hexadecimal values.

### QUALITY

The logo should be reproduced from an original vector-based electronic file. To order, contact the marketing department at 502-949-5555 or by emailing [branding@thebbqbuddha.com](mailto:branding@thebbqbuddha.com).

### PLACEMENT

No version of the mark may be used to replace the words “The BBQ Buddha” in a sentence or headline. They may only be used as stand-alone design elements.

## ISOLATION AREA

The BBQ Buddha logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using  $\frac{3}{16}$  the height of the logo, which is referred to as  $x$ . A margin of clear space equivalent to  $0.1875x$  is drawn around the logo to create the invisible boundary of the area of isolation. For example: logo height = 10 mm area of isolation = 1.875 mm around all sides of the logo. Nothing should intrude into this specified clear space. This area of separation is a minimum and should be increased wherever possible, placing emphasis on isolation of the logo.



## MISUSE

The success of The BBQ Buddha brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact. The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic

element, and adding graphic devices such as rules or boxes around the logo. Do not use a company logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official company mark is not permitted.

Please note that the following examples apply to all The BBQ Buddha marks and should be avoided at all times.

- A. Do not change the size or position of any of the elements in the identity system.*
- B. Do not add text to the identity system.*
- C. Do not reproduce the identity in an unapproved color or use the palette colors incorrectly.*
- D. Do not introduce special effects such as drop shadows, gradients or strokes.*
- E. Do not distort the identity. The logo should always remain proportional.*
- F. Do not use inadequate quality artwork. Do not use photocopied, low-resolution or recreated artwork.*



A



B



MISUSE  
CONTINUED



*C*



*D*



*E*



*F*



**GRAPHIC ELEMENTS**

## FOOD PHOTOGRAPHY

The current photographic style is full color photographs of food, immersed in their environment. Composition should be carefully considered and should include utensils, beverages, and sides, as though the dish is ready to eat. Using a narrow depth-of-field will cause the focus to stay on the featured dish or beverage. Using a vignette

is at the discretion of the designer. Natural lighting is preferred. The use of food photography in The BBQ Buddha marketing and branding material should be used with strong purpose. Examples can be found on page 20.

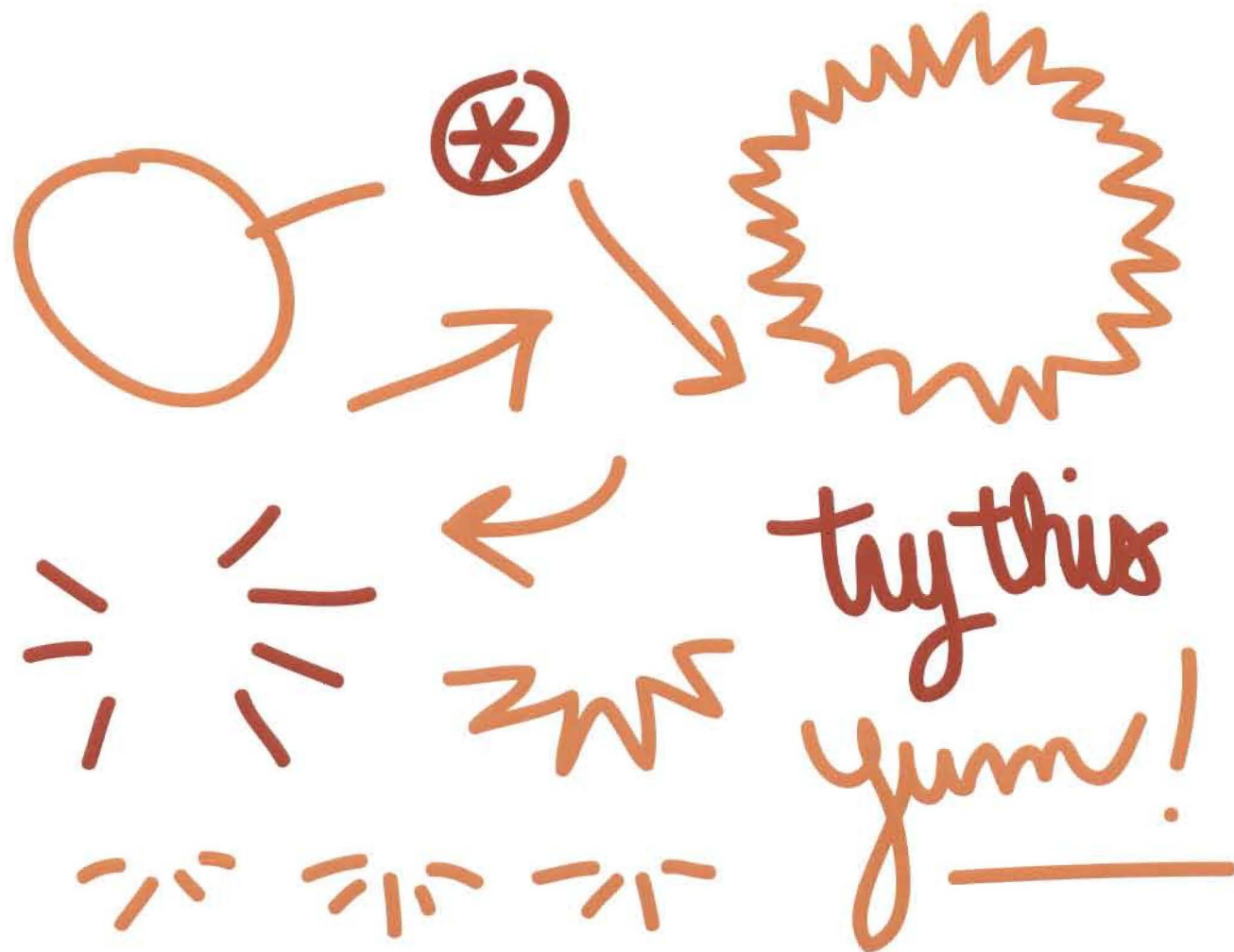
Here is an example of current usage:



## HANDWRITTEN ELEMENTS

At times The BBQ Buddha brand must break its own rules in order keep its identity fresh and interesting, which is how this vector set is used. Common uses include breaking negative space when it becomes distracting, adding an attention-grabbing element, or adding color. This set can be used in any print or digital material, at the

designer's discretion. Elements should only be reproduced from an original vector file. Vectors can change color, flip (when appropriate), and rotate. Scaling must be done proportionally. Skewing, adding any other effect or element, and combining existing elements are not permitted.





*EXAMPLES*



# WEBSITE



## ENTREES

**MISO MARINATED MAHI MAHI** 13  
Marinated in miso, rice wine, and mirin.

**KALBI KOREAN BBQ** 11  
Authentic Korean recipe, served with rice.

**SPICY KOREAN MISO CHICKEN STIR FRY** 11  
Pair with OB Lager.

**THAI GREEN CURRY CHICKEN SKEWERS** 10  
Marinated and grilled.

**CRISPY SKIN SALMON** 12  
Crisped to golden-brown.

**SMOKED VIETNAMESE CHICKEN WINGS**  
Tossed in Vietnam-influenced spices. Pair with Angkor Beer.



\$9

**MUSHROOM F PROSCIUTTO S TONDI**  
Pair with I



\$1

**GUINNESS MARINATED BEEF SHORT RIBS**  
Marinated in a stout, sugar, onion, garlic, and soy sauce mixture. Recommended with a side of braised cabbage.



SMOKED LEG OF LAMB

## SIDE DISHES

COCONUT RICE

ASIAN CUCUMBER SALAD

SWEET POTATO RISOTTO

MUSHROOM AND ASPARAGUS RISOTTO

CREAMY COLE SLAW

ROASTED VEGETABLES

ISRAELI COUSCIOUS

BRAISED CABBAGE

## BEVERAGES

KENTUCKY SLUSH (frozen)

ANGKOR BEER

SAUVIGNON BLANC

SINGHA

PINOT NOIR

MAJREC

OB LAGER

PEPSI PRODUCTS



**KENTUCKY MULE**  
Ginger beer and bourbon.

**THE "DIBBIE"**  
Canehead rum, orange vodka and pineapple juice.

## DESSERTS

**TROPICAL CARROT CAKE**

We bake a delicious cake over one of our best carrot and cinnamon cakes.

**BANANA PUDDING**

Milk with fresh banana and cream, topped with fruit.

**\$15 PER WHOLE**  
**\$3.5 PER SERVING**

**ZW**

100% MEAT SILENT  
TONGUE, 100% MEAT  
CANDY, 100% MEAT



CONTACT

## CONTACT

The identity should be used only in approved configurations and should not be recreated or distributed without permission from the brand standards manager. For approval and other identity related questions please contact:

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